

CHRISTOPH SCHNEIDER, PH.D.

Department of Information Systems
City University of Hong Kong
83 Tat Chee Avenue
Kowloon Tong, Hong Kong
Phone: +852-2788-7241
Email: christoph@schneiderc.com
Website: <http://schneiderc.com>

EDUCATION

- Ph.D.** **Business Administration - Management Information Systems** (July 2007)
Washington State University, USA
Dissertation title: *"Positioning Products in Business-to-Consumer E-Commerce: Differential Effects of Product Positioning on Cognition and Affect"*
Chairperson: Joseph S. Valacich
- B.A.** **Hotel and Restaurant Administration** (December 2000)
Washington State University – Brig Campus, Switzerland
- Diploma** **Swiss Higher Diploma in Hotel Management** (December 1999)
International College of Hospitality Administration, Brig, Switzerland

ACADEMIC APPOINTMENTS

City University of Hong Kong

- Assistant Professor, Department of Information System (since July 2008)

Boise State University

- Visiting Assistant Professor, IT&SCM Department (August 2007 – May 2008)

HONORS/AWARDS

- Best Paper Award, *IEEE DEST 2009* (with C. Wagner, L. Liu, P. Prasarnphanich, & H. Chen)
- Best Presentation Paper Award, *ISD 2009*, (with N. Bolloju & D. Vogel)
- Faculty Advisor to America's Finalist Team, *Google Online Marketing Challenge*, 2008
- Honored at WSU Athletic Department *Faculty Excellence* Recognition Program, Spring 2007
- WSU College of Business *Outstanding Graduate Student Research Award*, May 2006
- WSU *Graduate Student Travel Award*, May 2006
- WSU College of Business and Economics *Outstanding Senior*, December 2000
- WSU College of Business and Economics *Top Five Award*, Fall 2000
- Named to President's Honor Roll, Washington State University, Spring, Summer, and Fall 2000
- Member of Beta Gamma Sigma (Honor Society for Collegiate Schools of Business)
- Member of Eta Sigma Delta Honor Society (International Hospitality Management Society)

RESEARCH INTERESTS

My primary research areas focus on Human-Computer Interaction (HCI); more specifically, I am interested in understanding how modification and personalization of the human-computer interface can

- influence buyer behavior in b2c e-commerce, and
- increase performance of computer-mediated idea generation groups.

RESEARCH

Journal Publications

- Jung, J. J. H., **Schneider, C.**, and Valacich, J.S. (2010). Enhancing the motivational affordance of information systems: The effects of real-time performance feedback and goal setting in group collaboration environments. *Management Science*, *Forthcoming*.
- Sarker, S., Sarker, S., and **Schneider, C.** (2009) "When do Distributed Team Members see *Remote* Members as their Leaders: An Exploratory Study of US-Scandinavian Collaboration Teams," *IEEE Transactions on Professional Communication*, 52(1), 75-94.
- Valacich, J.S., Fuller, M.A., **Schneider, C.**, and Dennis, A.R. (2006) "Publication Opportunities in Premier Business Outlets: How Level is the Playing Field?" *Information Systems Research*, 17(2), 107-125.
- Dennis, A.R., Valacich, J.S., Fuller, M.A., and **Schneider, C.** (2006) "Research Standards for Promotion and Tenure in Information Systems," *Management Information Systems Quarterly*, 30(1), 1-12.
- Schneider, C.**, Datta, P. (2006) "Adoption of WLANs in the Hotel Industry: A Theoretical Cost-Analytic Framework," *Journal of Hospitality and Tourism Management*, 13(2), 189-198.
- Schneider, C.**, Sarker, S. (2005) "A Case of Information Systems Pre-Implementation Failure: Pitfalls of Overlooking the Key Stakeholders' Interests," *Journal of Cases on Information Technology*, 7(2), 50-66.

Publications in Conference Proceedings (* = presenter)

- Ivanov, A., and **Schneider, C.** (2010). The effects of perceived visual aesthetics on process satisfaction in GSS use. In *Proceedings of the 43rd Annual Hawaii International Conference on System Sciences, 2010*.
- Wagner, C., Zhao, S., and **Schneider, C.** (2010). The wisdom of reluctant crowds. In *Proceedings of the 43rd Annual Hawaii International Conference on System Sciences, 2010*.
- Schneider, C.*** (2009). Workshop on why Wikis work. In *Proceedings of the 5th International Symposium on Wikis and Open Collaboration* (Article 37). Orlando, Florida: ACM.
- Bolloju, N., **Schneider, C.***, and Vogel, D. (2009). Asymmetrical Effects of Using Positive and Negative Examples on Object Modeling. In *Challenge of Practice and Theory in Web-based Information Services, Proceedings of the 18th International Conference on Information Systems Development*. Nanchang, China. *****Best Presentation Paper Award*****
- Wagner, C., Liu, L., **Schneider, C.**, Prasarnphanich, P., & Chen, H. (2009). Creating a Successful Professional Virtual Community: A Sustainable Digital Ecosystem for Idea Sharing. *Proceedings of the Third IEEE International Conference on Digital Ecosystems and Technologies, 2009*. Istanbul, Turkey. *****Best Paper Award*****
- Schneider, C.***, Valacich, J.S., and Jung, J.H. (2008) "Osborne Revisited: Is There no Such Thing as a Bad Idea? The Effects of Electronic Junk on Computer-Mediated Idea Generation Performance," *Proceedings of the 16th European Conference on Information Systems (ECIS 2008)*, Galway, Ireland.
- Schneider, C.*** (2006) "Virtual Product Experience: The Effects of Interactivity and Task on Presence Perceptions," *Proceedings of the 14th European Conference on Information Systems (ECIS 2006)*, Gothenburg, Sweden.
- Schneider, C.*** (2006) "Ordering versus Grabbing: The Influence of Temporal Proximity on Unregulated Online Buying Behavior," *Proceedings of the 14th European Conference on Information Systems (ECIS 2006)*, Gothenburg, Sweden.
- Schneider, C.***, Parboteeah, D.V., and Valacich, J.S. (2006) "The Effects of Motivation and Computer Usage Policies and Procedures on Task Performance," *Proceedings of the 14th European Conference on Information Systems (ECIS 2006)*, Gothenburg, Sweden.
- Jung, J.H., **Schneider, C.***, and Valacich, J.S. (2005) "The Effects of Real-Time Individual Performance Feedback and Goal Setting on Computer-Mediated Group Idea Generation," *Proceedings of the International Conference on Information Systems (ICIS 2005)*, Las Vegas, Nevada, USA.

Schneider, C.*, Datta, P. (2005) "Adoption of WLANs in the Hospitality Industry: A Theoretical Cost-Analytic Framework," *Proceedings of the 13th European Conference on Information Systems (ECIS 2005)*, Regensburg, Germany.

Jung, J.H., **Schneider, C.***, and Valacich, J.S. (2005) "The Influence of Identifiability and Real-Time Performance Feedback on Group Electronic Brainstorming Performance," *Proceedings of the Hawaii International Conference on Systems Sciences (HICSS-38)*, Big Island, Hawai'i, USA.

Schneider, C.*, Gursoy, D. (2004) "The Europeans' Use of the Internet for Travel-Related Information Search: An Exploratory Study", Poster presented at the *9th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, Houston, Texas, USA.

Doctoral Consortium Acceptance/Presentations

Schneider, C. (2006) "Virtual Product Experience: The Effects of Interactivity, Task, and Product Type on Presence Perceptions," Doctoral Consortium, *Americas Conference on Information Systems (AMCIS 2006)*, Acapulco, Mexico.

Schneider, C. (2005) "Virtual Product Experience: The Effects of Interactivity and Task on Presence Perceptions," Doctoral Consortium, *International Conference on Information Systems (ICIS 2005)*, Las Vegas, Nevada, USA.

Books and other pedagogical material

Valacich, J.S., **Schneider, C.** (2010) *Information Systems Today 4e: Managing in the Digital World*, Upper Saddle River, NJ: Prentice Hall.

Applegate, L., Valacich, J.S., Vatz, M.E., and **Schneider, C.** (2006) "Boeing's e-Enabled Advantage," *Harvard Business School Case N9-807-011*.

Edited/revised Book chapters and prepared instructor resources for: Jessup, L.M. and Valacich, J.S. (2006/2008) *Information Systems Today (2nd & 3rd ed.)*, Upper Saddle River, NJ: Prentice Hall.

Prepared instructor resources for: Fuller, M.A., Valacich, J.S., and George, J.F. (2007) *Information Systems Project Management: A Process and Team Approach*. Upper Saddle River, NJ: Prentice Hall.

RESEARCH GRANTS

The Effects of Culture on Social Loafing within a Group Collaboration Environment in a Cross-Cultural Setting. City University of Hong Kong Strategic Research Grant (2009-2011), Project No. 7008019(IS), HK\$133,290.

Enhancing the Motivational Affordance of Group Collaboration Environments. City University of Hong Kong Startup Research Grant (2009-2011), Project No 7200147(IS), HK\$400,000.

EXPERIENCE/SKILLS

Teaching – On-campus

Foundations of Information Systems and Electronic Commerce (Fall 2009)
City University of Hong Kong, Postgraduate Program

Business Systems Analysis (Spring 2009)
City University of Hong Kong, Undergraduate Program

Analysis and Design of Electronic Business Systems (Spring 2009)
City University of Hong Kong, Elective, Postgraduate Program

Business Intelligence (Fall 2007, Spring 2008)

Boise State University, Undergraduate Program

- Student teams of the Spring 2008 class participated in the Google Online Marketing Challenge, with one team becoming finalist in the America's region (top three out of 700 competing teams in the region)

Enterprise Systems (Fall 2007)

Boise State University, Senior-level Elective, Undergraduate Program

Managing Information Technology (multiple semesters)

Washington State University, Undergraduate Program

IS Project Team Management (multiple semesters)

Washington State University, Undergraduate Capstone

Teaching – Distance Education

Managing Information Technology (multiple semesters)

Washington State University, Undergraduate Program

Systems Analysis and Design (multiple semesters)

Washington State University, Undergraduate Program

Course Development

Enterprise Systems

Assisted in course design of Enterprise Systems course for launching in Fall 2007 at Boise State.

Business Intelligence

Assisted in course design of Business Intelligence course for launching in Fall 2007 at Boise State.

Systems Analysis and Design

Developed online course to be delivered via WebCT.

Work Experience

Rooms Division Management Trainee, Hyatt Regency Dallas, Texas, USA (2001).

Tasks: assisted front office managers, trained new employees.

Assistant Bar Manager, Hotel Bareiss, Baiersbronn, Germany (1998-1999).

Tasks: supervised bar, trained new employees, controlled sales, billings, and stock levels.

SERVICE/AFFILIATION

- Cognitive Theories in Virtual Teams Mini-track Co-Chair (with A. Hardin and M.A. Fuller), Americas Conference on Information Systems (AMCIS 2009), San Francisco, California, USA
- Session chair (HCI Minitrack), European Conference on Information Systems (ECIS 2008), Galway, Ireland
- Session chair (HCI Minitrack), European Conference on Information Systems (ECIS 2006), Gothenburg, Sweden
- Volunteer, International Conference on Information Systems (ICIS 2003), Seattle, Washington, USA

- Reviewer, MIS Quarterly
- Reviewer, Journal of Information Technology Theory and Application (JITTA)
- Reviewer, Communications of the AIS (CAIS)
- Reviewer, Journal of Computer-Mediated Communication (JCMC)
- Reviewer, Americas Conference on Information Systems (AMCIS 2008, 2009)
- Reviewer, European Conference on Information Systems (ECIS 2008, 2009)
- Reviewer, Hawaii International Conference on Systems Sciences (HICSS-37, 38, 39, 40, 41, 42)

- Reviewer, International Conference on Information Systems (ICIS 2005, 2006, 2008)
- Reviewer, International Conference on Mobile Business (ICMB2009)
- Reviewer, Pacific Asia Conference on Information Systems (PACIS 2008)

- Aided in undergraduate MIS curriculum redesign, WSU College of Business, 2005
- Aided in college-wide publication opportunity benchmarking process, WSU College of Business, 2005

- Member, Association for Information Systems (AIS)
- Member, AIS Special Interest Group on Human-Computer Interaction (SIGHCI)
- Member, The Institute for Operations Research and the Management Sciences (INFORMS)